Product Goals

The Product Goal describes the future state of the product. This can serve as a target for the Scrum Team to plan against.

The Product Goal is in the Product Backlog, and it is the commitment of the Product Backlog. The rest of the Product Backlog emerges to define what will fulfill the Product Goal.

Key Characteristics

- ✓ The Product Goal is the long term objective of the Scrum Team
- ✓ The current Product Goal will be either fulfilled or abandoned before taking on the next Product Goal
- ✓ The Product Owner is accountable for developing and communicating the Product Goal

Why are we using Product Goals?

- The Product Goal is to make transparent what the current objective of the Scrum Team is
- All necessary activities to achieve the Product Goal happen within Sprints. Every Sprint there is an opportunity to inspect and adapt progress toward the Product Goal
- The Scrum Values are linked to the Product Goal allowing for focus and commitment towards achieving it

How does the Product Goal link to the Product Vision and Sprint Goal?

- Each completed Product Goal is a step towards your Product Vision
- Each Sprint Goal contributes towards your Product Goal and Vision

Product Vision

Product Goal

Sprint Goal

Common Antipatterns

- Changing your Product Goal every Sprint or too frequently
- The scope of the Product Goal is too small
- Not being able to define a Product Goal
- Not using a Product Goal to guide your decisions

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